

TONE OF VOICE

It's time to get up close and personal with our Tone of Voice.

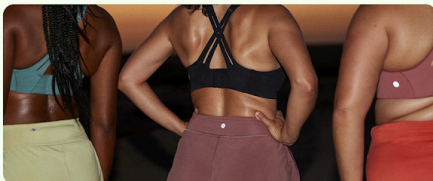
This is how we live and breathe our brand principles and ensure we're communicating who we are and what we stand for on a daily basis.

06 BRAND BOOK TONE OF VOICE

Free*
SOUL

EVERYONE'S WELCOME

When we write for Free Soul, we keep it simple and honest. We're that friend who's been real from day one, open and unafraid to overshare – especially if it helps. We talk to our community like we would someone we trust: casual and human, but always clear. We break down the tricky stuff so anyone can get it. When it comes to women's health, we have a duty to open the door – not keep secrets.



06 BRAND BOOK TONE OF VOICE

DO

- **Be brutally honest** – talk about women's health without flinching. Discharge, night sweats – don't skip the details.
- **Keep it clear** – no beating around the bush. Say 'period' not 'that time of the month'; say 'blood' not 'flow'.
- **Be inclusive** – women's health is personal, but everyone deserves a seat at the table. Not all Free Spirits are women.
- **Sound like a human** – say the words you've written. Do they sound like something you'd say to a friend?
- **Stay credible but real** – speak with authority, like someone who knows because they've been through it.

We would say:

"PCOS throws a lot your way (hello, bae and whiskers). We get it – it's rough. So let's find real solutions that actually work."

DON'T

- **Use jargon** – keep it clear. Say 'cramps,' not 'dysmenorrhea.'
- **Gatekeep** – use accessible language. Everyone deserves information.
- **Talk down** – communicate with everyone, informed or not.
- **Be vague** – clarity is key. Cut unnecessary words for a clearer message.
- **Go corporate** – no phrases like 'leverage,' 'disrupt,' or 'groundbreaking.'

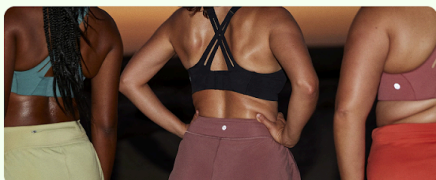
We wouldn't say:

"PCOS involves a range of symptoms that can be complex. Our approach uses scientifically validated methods, ensuring practical and effective support."

Free*
SOUL

WE'RE ALL IN

Our community is a mosaic of diverse stories and journeys, and we're right there with them, every step of the way. Whether she's conquering her goals or taking a well-deserved pause, we get that each woman's path is uniquely her own. So, when we speak and write, we acknowledge her individual path and all the roles she juggles daily.



06 BRAND BOOK TONE OF VOICE

DO

- **Match her vibe** – whether she's smashing tasks or winding down, use it for context.
- **Celebrate her many sides** – strong, soft, fierce, relaxed. Bring sympathy, humour, or whatever fits.
- **Offer personal support like a ride-or-die friend** – Phrases like 'we've got you' or 'we hear you' show her we're all in.
- **Encourage her** – with solutions when discussing problems, just like a supportive friend would.
- **Show empathy** – even if you haven't experienced her symptoms, write with understanding. Use phrases like 'been there' or 'yeah, it can be a lot.'

We would say:

"Navigating perimenopause? We see you and we've got your back. Navigating perimenopause? Yeah, it's a wild ride. But we're here to support you every step of the way. You're in charge of your journey, we'll just make it a bit smoother. You lead, we've got the rest covered."

DON'T

- **Be too rigid with the tone** – different channels require different intensities – read the room and adapt.
- **Assume a uniform path** – recognise her unique journey and pace, whether she's just discovered a health issue or is well on her way to resolving it.
- **Overlook her emotional rollercoaster** – she's juggling a lot – acknowledge it. Say 'Don't forget to take some time out' or 'Let's lighten your load.'
- **Assume her age** – support her wherever she is on her health journey, regardless of the stage.
- **Be condescending** – avoid clichés like 'mood swings' or 'being overly emotional.'
- **Use overly cute language** – like 'lady problems' or 'down there.' Speak to her experience, not down to it.

We wouldn't say:

"Perimenopause, we're here to assist. Perimenopause, typically between ages 40 and 55, comes with symptoms like hot flashes and mood swings. Our products are designed to support you through this transition and help you feel your best."

Free[®]
SOUL

OUR TONE IN THE U.S.

For our US audience, we focus on clarity and confidence. Americans respond to straightforward, upbeat, and empowering messages – so that's exactly what we deliver. Here's how we adapt to an American tone while staying true to our Free Soul roots:

1. Positive, direct vibes

Americans love an optimistic, can-do attitude. We keep it real, but we also make sure the message is uplifting and straight to the point.

Think less 'we get it, it's tough' and more 'you've got this – and we're here with you.'

UK: We've got you – we're here through all your ups and downs.

US: You've got this – and we're right here cheering you on.

2. Confidence is key

Where UK humour might lean into self-deprecation, we know that for Americans, it's all about owning your power. We skip the uncertainty and speak from a place of pride and empowerment.

UK: We might overshare sometimes, but we're all about keeping it real.

US: We're not shy about sharing what really works – and it's paying off.

3. Clarity is key

Americans appreciate a more literal approach. Where UK language can be playful and leave room for interpretation, the US prefers straight-to-the-point phrasing that's easy for everyone to grasp. We bring the same energy – just with a little more clarity.

UK: Because, let's be honest, no one's really 'that girl.'

US: Forget trying to be 'perfect' – we're here for real women like you.

OUR TONE OUR IN THE US

4. US vocabulary, same realness

Small language changes go a long way. When we speak to our US audience, we swap out UK terms for American ones, making sure our words resonate across states.

UK: Cramps kicking off? Give this a go for next time.

US: Cramps acting up? We've got just the thing.

5. Motivational with a side of real talk

In the US, the energy is all about 'you can do it' with a side of real talk. We're honest, but we also bring the motivation. It's about feeling good in your skin and owning your health journey every step of the way.

UK: We get it – sometimes it's hard to keep up.

US: No worries – you're doing amazing, and we're here to help you feel even better.



Some spelling variations

UK	US
colour, honour, labour	color, honor, labor
organise, realise, recognise	organize, realize, recognize
centre, metre, theatre	center, meter, theater
cancelled, travelling, enrolment	canceled, traveling, enrollment
foetus, diarrhoea, manoeuvre	fetus, diarrhea, maneuver
catalogue, dialogue	catalog, dialog
fulfil, skilful	fulfill, skillful
analyse, paralyse	analyze, paralyze

SLANG VS. CASUAL

Which one to use

We love using chatty, everyday language to show we're relatable and real. But when does it cross the line?

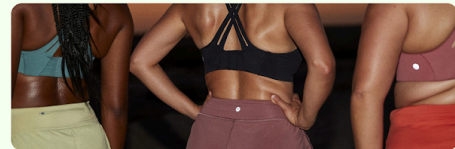
Here's the deal: casual language is great, but slang can be tricky.

Why avoid slang?

Slang dates fast. What's cool now could sound outdated in a few years. Plus, it often speaks to just one group, and we want our words to connect with everyone.

Is there a time and place?

Yes. Slang can work on social media, where content's fleeting and appeals to younger audiences. But for things like packaging, product descriptions, or ads? Skip it. Those are here to stay and should speak to everyone, so keep it universally chatty.



Slang	Casual
Main character energy	Own it
Delulu	A bit out there
Be so for real m	Let's be real
Gagged	Mind-blown

At Free Soul, we're all about making life a little easier – for our customers and ourselves.

Enter: Chat GPT.